

# DBA PROGRAMMES EXECUTIVE EDUCATION

23/24

## DOCTORATE IN BUSINESS ADMINISTRATION

In collaboration with Wittenborg University of Applied Sciences  
AMSTERDAM, APELDOORN, PARIS, NANTES & ONLINE





# A DBA with Audencia

In collaboration with Wittenborg

## THE DBA PROGRAMME EXPERIENCE

The DBA is a 3-year, part-time programme developed to suit the lifestyle of executives who wish to combine their practical expertise with the highest level of management training. This flexible programme is delivered in hybrid format, with online and face-to-face courses, which take place in Amsterdam and Apeldoorn at Wittenborg's campus, once in Paris or Nantes, France, during year 1, and over weekends online and on the Audencia Paris/Nantes campus from year 2.

The DBA courses enable participants to develop their skills in management research and to engage with cutting-edge research topics and themes across management sectors. Through course work in the first 12-24 months of the programme, participants develop advanced management research competencies, enabling them to develop the research for their doctoral thesis under the supervision of the joint faculty of Audencia and Wittenborg. Through conducting this large-scale research project within their professional organisations or sectors, participants gain in-depth knowledge and enriched leadership experience.

DBA participants become part of the Audencia research community, attending online research seminars, networking with other management researchers at conferences and workshops, and engaging in the research life at Audencia.

### HISTORY OF AUDENCIA

Founded in Nantes in 1900, Audencia – from the Latin *audientia*, meaning “listening”, and *audacia*, meaning “daring” – was first accredited by EQUIS in 1998 and is ranked amongst the top European business schools.

### EQUIS, AACSB & AMBA

In 2020, Audencia was awarded reaccreditation by EQUIS, AACSB and AMBA for the maximum period of five years and has become one of the 30 schools in the world included in the Positive Impact Rating.

### WITTENBORG

Wittenborg University of Applied Sciences is currently the most international business school in the Netherlands. With over 1,400 students and staff representing more than 100 nationalities, its main campus in Apeldoorn and a location in Amsterdam, Wittenborg is the ideal partner for Audencia.

## THE DBA PROGRAMME STRUCTURE

\*subject to change

STAGE 1	STAGE 2	STAGE 3	STAGE 4
<b>DOCTORAL DEVELOPMENT COURSES</b>	<b>RESEARCH PROPOSAL SUBMISSION</b>	<b>THESIS DEVELOPMENT</b>	<b>THESIS COMPLETION</b>
<b>YEAR 1 &amp; YEAR 2</b>	<b>YEAR 1</b>	<b>YEAR 2 &amp; YEAR 3</b>	<b>YEAR 3</b>
<p><b>MODULE 1</b> Research in Management (Year 1 – Apeldoorn/Amsterdam/Paris/Nantes)</p> <ul style="list-style-type: none"> <li>• Introduction to research methodology and research ethics</li> <li>• Literature, data collection &amp; data analysis</li> <li>• Research design, (mixed) methodology</li> <li>• Applied research methodology, design research and action research</li> </ul> <p><b>MODULE 2</b> Responsible Business Strategy (Year 2 – Paris/Nantes/Online)</p> <ul style="list-style-type: none"> <li>• Responsible investment</li> <li>• Responsible risk management</li> </ul> <p><b>MODULE 3</b> Leadership, Innovation and Change (Year 2 – Paris/Nantes/Online)</p> <ul style="list-style-type: none"> <li>• Leading change in organisations</li> <li>• Responsible leadership</li> <li>• Sustainable purchasing &amp; supply chain innovation</li> </ul>	<ul style="list-style-type: none"> <li>• Research proposal development workshop</li> <li>• Submission and individual assessment</li> <li>• Research proposals (end of year 1)</li> <li>• Research proposals presentation (in Apeldoorn/Amsterdam)</li> <li>• Appointment of supervisors</li> </ul>	<ul style="list-style-type: none"> <li>• Literature review, theoretical framework and methodology</li> <li>• Thesis development under supervision</li> </ul>	<ul style="list-style-type: none"> <li>• Thesis completion workshop</li> <li>• Submission of thesis</li> <li>• Appointment of examiners</li> <li>• Examination of thesis/‘Viva Voce’</li> </ul>
<b>Transversal doctoral development/career seminars delivered throughout the programme</b>			



## PARTICIPANT PROFILES AND CAREER DEVELOPMENT

Originating from different countries and business sectors, DBA participants have a wide range of industry experience and managerial backgrounds. Group sizes are small and enable close interaction between participants and faculty members.

Doctoral development and career workshops during the programme support DBA candidates in choosing the right career path following their DBA studies. Many DBA participants aim to fast-track their management career with a doctorate degree. DBA candidates may also seek to become consultant experts in a particular business and management domain through the completion of their DBA studies.

Other DBA candidates may consider changing career direction towards an academic career following the successful completion of their thesis. Possibilities for gaining lecturing experience and writing publishable academic journal articles exist in parallel to DBA studies at Audencia.

Doctoral development/career seminars are delivered throughout the programme.

## CLASS PROFILE - 2021 COHORT

32   
Average age

10+   
Nationalities

42%   
Women

12   
Average years of professional experience



## KEY INFORMATION

**Degree earned:** Doctorate of Business Administration

**Enrolment/Formal Registration:** DBA student at Audencia

**Language:** English

**Duration:** 3-years, part-time

**Tuition:** €32,000 (full programme, exclusive travel/lodging)

**Hybrid format:** First-year courses are delivered in person in Apeldoorn/Amsterdam and Paris/Nantes. Second-year courses are delivered online and in person, with 2 weeks of face-to-face learning taking place in Paris/Nantes. Remaining courses are delivered online over the duration of the programme, with most being delivered in a span of 2-3 days in the first 2 years. Third year, 1-day mentoring session with supervisor, either online or in person, in Nantes. Graduation Ceremony in Nantes.

### Eligibility:

- MBA or master's degree
- 5 years of professional experience, including managerial responsibilities
- Minimum 25 years of age
- Proficiency in English

**Next start date:** November 2023

## APPLICATION PROCESS

- Apply online at <https://www.wittenborg.eu/audencia-dba-apply.htm>
- The application should include a research proposal of minimum 3 pages in length, including the title of the proposed research, an introduction to the topic, the research question to be investigated, a brief literature review and reference list.
- The research proposal will be considered by the DBA Programme Director as part of the application process. Students being considered will then be invited to attend an interview.

## SCHOLARSHIPS

- Scholarships may be available for candidates with exceptional professional profiles and/or research and publication experience at the discretion of the Audencia-Wittenborg DBA Advisor.
- Scholarship applications should be in the form of a report highlighting the research, academic publication and professional experience of the applicant, demonstrating how their experience has prepared them for doctoral studies.



Ad Kil



Maggie Feng



Rob Blomme



Aydan Ismayilova



Rauf Abdul

**Contact:** [audencia-dba@wittenborg.eu](mailto:audencia-dba@wittenborg.eu)  
+31(0)88 6672688

Main campus Nantes  
8 Route de la Jonelière  
44312 Nantes, France

Campus Paris  
122 Bd Victor Hugo  
93400 Saint-Ouen-sur-Seine  
Paris, France



Main campus  
Brinklaan 268  
7311 JD Apeldoorn

Amsterdam location  
Herikerbergweg 260  
1101 CT Amsterdam